

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1. (currently amended) A method for providing an integrated recorded program/promotion playback asset, the method comprising:

receiving a selected program;
determining whether the selected program is to be recorded;

in response to determining that the selected program is to be recorded:

recording the selected program for inclusion in the integrated recorded program/promotion playback asset;

selecting a promotion to record for inclusion in the integrated recorded program/promotion playback asset; and

recording the selected promotion for inclusion in the integrated recorded program/promotion playback asset such that the selected promotion advertisement is inserted at one of the beginning of the recorded selected program or the end of the recorded selected program; and

playing back the recorded program/promotion playback asset in response to receiving a user indication to play back the recorded selected program.

2. (currently amended) The method of claim 1,
wherein the promotion is selected based upon the content of the
selected program.

3-5. (canceled)

6. (currently amended) The method of claim 1
further comprising recording both the selected program and the
selected promotion on a storage unit.

7. (canceled)

8. (currently amended) The method of claim 6 [[7]],
further comprising recording a flag with the selected promotion
to indicate the beginning of the recorded program during
playback.

9. (canceled)

10. (canceled)

11. (currently amended) The method of claim 6
wherein the selected promotion is recorded at any desired point
within the selected program.

12. (currently amended) The method of claim 1
further comprising receiving the selected program and the
selected promotion.

13. (original) The method of claim 12 further
comprising receiving program guide data.

14. (currently amended) The method of claim 13 wherein the selected program, the selected promotion, and the program guide data are received on a single broadcast channel.

15. (currently amended) The method of claim 13 wherein the selected program, the selected promotion, and the program guide data are received on a plurality of broadcast channels.

16. (currently amended) The method of claim 13 further comprising storing the selected program, the selected promotion, and the program guide data.

17. (currently amended) The method of claim 16 wherein the selected program, the selected promotion, and the program guide data are stored on a storage unit.

18. (currently amended) The method of claim 16, wherein the selected program, the selected promotion, and the program guide data are stored on a plurality of storage units.

19-34. (canceled)

35. (currently amended) A system for providing an integrated recorded program/promotion playback asset, the system comprising:

a user input device configured to receive a user input to select a television program to be recorded; and
user equipment operative to:
receive a selected program;

determine whether the selected program is to be recorded;

in response to determining whether the selected program is to be recorded:

record the selected program for inclusion in the integrated recorded program/promotion playback asset;

select a promotion to record for inclusion in the integrated recorded program/promotion playback asset; and

record the selected promotion for inclusion in the integrated recorded program/promotion playback asset such that the selected promotion advertisement is inserted at one of the beginning of the recorded selected program or the end of the recorded selected program; and

play back the recorded program/program playback asset in response to receiving a user indication to play back the recorded selected program.

36. (currently amended) The system of claim 35 wherein the user equipment is operative to select the promotion based upon the content of the selected program.

37-40. (canceled)

41. (currently amended) The system of claim 35 [[40]], wherein the user equipment is operative to cause a flag to be recorded with the selected promotion to indicate the beginning of the recorded program during playback.

42. (canceled)

43. (canceled)

44. (currently amended) The system of claim 35 wherein the user equipment is operative to cause the selected promotion to be recorded at any desired point within the program.

45. (original) The system of claim 35 further comprising a receiver that receives signals and data.

46. (original) The system of claim 45 wherein the receiver receives signals and data on a single broadcast channel.

47. (original) The system of claim 45 wherein the receiver receives signals and data on a plurality of broadcast channels.

48. (currently amended) The system of claim 35 further comprising a storage unit that stores the selected program and the selected promotion.

49-59. (canceled)

60. (currently amended) The method of claim 1, wherein the selected program, the selected promotion, and the program guide data are received on-demand from a television distribution facility.

61. (previously presented) The system of claim 45, wherein the receiver receives signals and data on-demand from a television distribution facility.

62. (currently amended) The method of claim 1,
wherein the selected promotion advertisement is inserted by
accessing a storage device.

63. (currently amended) The system of claim 35,
wherein the user equipment further comprises a storage device,
wherein the storage device is accessed to insert the selected
promotion advertisement.